



MPI-Wisconsin Chapter Education

Thursday, February 11, 2016
Madison Marriott West
 Middleton, WI



Agenda
Speakers & Education
Location, Map & Lodging
Member Registration
Nonmember Registration
Partner & Partner Guest Registration
Community Outreach
Tell a Colleague

Track & Leverage Meeting & Spend Data for Maximum Success

CMP 101 & MPI 101

2016 is here and now that we have settled in it is time to continue the year with another great speaker you won't want to miss. **Robyn Mietkiewicz, CMP, CMM is Director of Global Meeting Management at Meeting Sites Resource.** She will be working with us to examine topics that drive the process to track and leverage meeting & spend data through Strategic Meeting Management (SMM) standards. Be sure to join your MPI Friends in the Atrium, for our closing reception, sponsored by the Madison Marriott West. Network with your colleagues while indulging in the sweet and savory creations of Executive Chef Brian Jurkowski. Remember to try our signature cocktail "The Valentine".

Plus...Before the presentation don't forget to visit either one of our 101 sessions which are included free with your registration.

Program Pre-Approved Strategic Planning 2 Hours



CMP 101 - MPI-WI, along with Madison College, have teamed up to bring an exciting

and unique learning experience to those planning to sit for the CMP exam. **This month's topics will be Project Management and Marketing.**

MPI 101 - Are you new to MPI or would like to learn more about MPI and how to get involved? MPI 101 is the right place for you to be! Join us before lunch for this complimentary informative session!

Robyn M. Mietkiewicz, CMP,
CMM

Video Sponsor



Agenda

Thursday, February 11, 2016

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Middleton, WI

— AM —

8:00 - 10:00 **Board of Directors Meeting**

10:00 - 12:00 **Registration**

11:00 - 12:00 **CMP 101**

11:00 - 12:00 **MPI 101**

— PM —

12:00 - 1:00pm **Lunch and Networking**

1:00 - 3:30 **Track & Leverage Meeting & Spend Data for Maximum \$uccess**

Robyn M. Mietkiewicz, CMP, CMM

3:30 **Reception - Sponsored by Madison Marriott West**

Event Pricing

Member:	\$55 (\$75 after 2/5/2016)
Non-Member:	\$75 (\$95 after 2/5/2016)
Student Member:	\$30 (\$40 after 2/5/2016)

Track & Leverage Meeting & Spend Data for Maximum Success

We have all heard the term "information is power" and clearly this is true when it comes to consolidating meeting activity and spend data to enhance negotiations and deliver ROI. Meetings are big investments and stakeholder expectations for measurable value based outcomes are at an all-time high.

Additionally, the implementation of Strategic Meetings Management (SMM) standards by corporate and association planners has made it essential to track and access key meeting and spend data at all phases of the life cycle for each meeting.

In this high impact session, attendees will examine a multitude of topics that drive the process to track and leverage this "business intelligence" to assure strategic negotiations, cost savings, contract risk mitigation, added meeting value and ROI.

Learner Outcomes:

- Understand trends that validate the need for a meeting activity & spend data management process
- Examine the umbrella of meeting data categories to track and incorporate into an action plan
- Learn how to utilize this data to assure value based outcomes
- Know specific metrics to define, measure and report success
- Review methods to break down "data in silos" and strategies to drive maximum value
- Discuss methods to communicate real meeting value to managers & stakeholders

Speaker Bio:

Robyn Mietkiewicz is Director, Global Meeting Management at Meeting Sites Resource. MSR is a global strategic meeting management solutions organization with a 22 year track record of meeting excellence. This includes global hotel sourcing, custom contract negotiations, professional meeting support services and Strategic Meetings Management (SMM) consulting. Robyn contributes articles to industry trade publications and speaks at many industry events. She also presents custom strategic education for planning and procurement teams. MSR is a recognition recipient of Meeting Professional International's Golden Paragon Award, MPI's highest recognition for meeting excellence.

CMP 101

MPI-Wisconsin is proud to offer CMP 101, which is a one-hour study session for those interested in taking the CMP exam. From January through May, facilitators will cover two domain topics per month. The sessions will include study tips, sample questions and focused topic presentations. This month's topics will be Project Management and Marketing.



MPI 101

What opportunities are you looking to create with MPI this year? Attend our MPI 101 before Rick Weaver's session and learn about the various opportunities to make the most out of your membership. Learn about what benefits are available to

you, how you can volunteer and get involved, and have the chance to meet other members. Join us at 11AM in the Bayside room!

Location, Map, and Lodging

Madison Marriott West
1313 John Q Hammons Dr.
Middleton, WI 53562
608-831-2000
[Property Website](#)

Cut-off Date: February 4, 2016

Room Rates: \$119.00

Access Community Health Centers

Access Community Health Centers works to improve health and improve lives of its patients through medical, dental, and behavioral health care and affiliated pharmacy services. Their non-profit organization started in 1982, and now offers care at five locations in the greater Madison & Iowa County region.

Donations of children's books in Spanish and English. They give out free children's books to patients in their waiting rooms.

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